

all it takes
is a new
perspective

EQUAL
OPPOR
TUNITY
MODEL

Time for a new economic model

- For over 30 years we have been trying to make modifications to a economic system that is based to serve narrow self- interest, in order for it to become fair, sustainable and social, serving our common-interest...
- It appears it has been impossible to realize. Question is whether we should continue on the same path another 30 years?
- As new economic model, the EQUAL OPPORTUNITY MODEL fits perfectly with existing structures , is practical and simple to execute.
- The EQUAL OPPORTUNITY MODEL offers final and long-term solutions to a large number of pressing problems where the current economic & financial system, have none to offer.
- Contrary to our current economic 'self-interest' model, the EQUAL OPPORTUNITY MODEL takes 'common-interest as point of departure and final destination'
- The only reason why this model can easily be adopted by society at large, is simply because it offers more and better perspectives

It enables a more humane economy and financial system. For all



Why? (just 1 example)

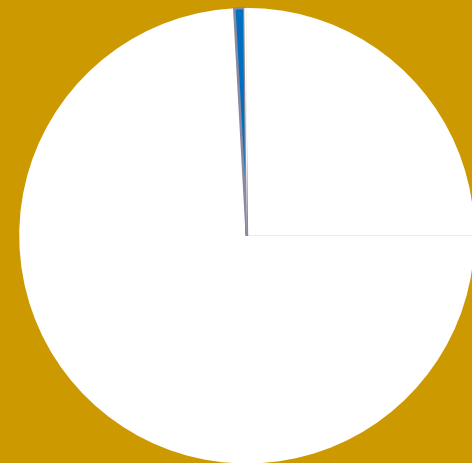
→ **8.000 - 22.000**
products in a mid-sized supermarket in 2013

→ **155** are Organically produced

→ **41** are FairTrade products

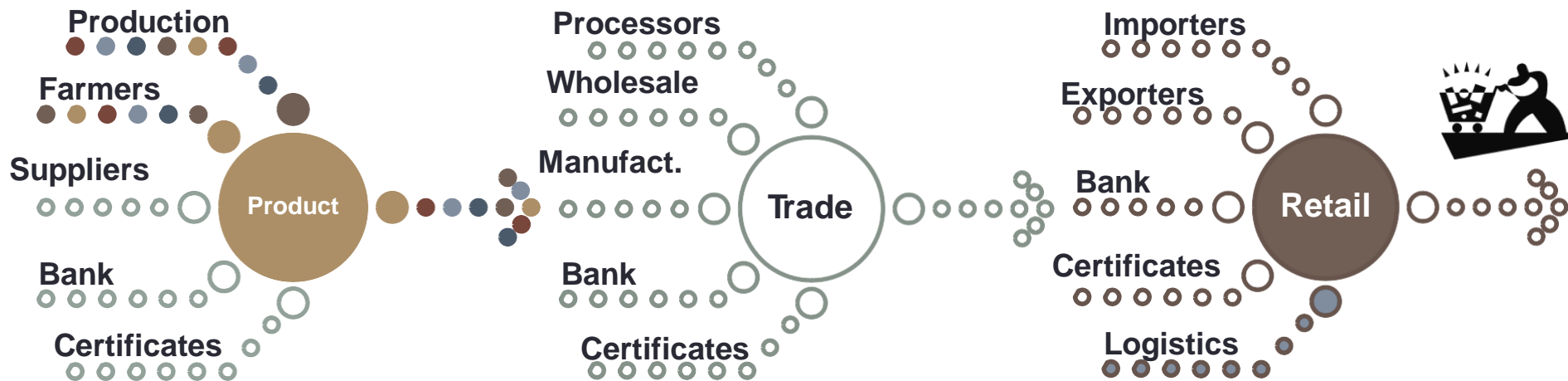
this as the result of a 35 year effort by Fair Trade,
1000's of NGO's and billions in subsidies

Mainstreaming growth in 'fair & sustainable'
production & marketing practices apparantly is not
possible under the existing economic/financial model...



Complex 'value-chains' of self-interest

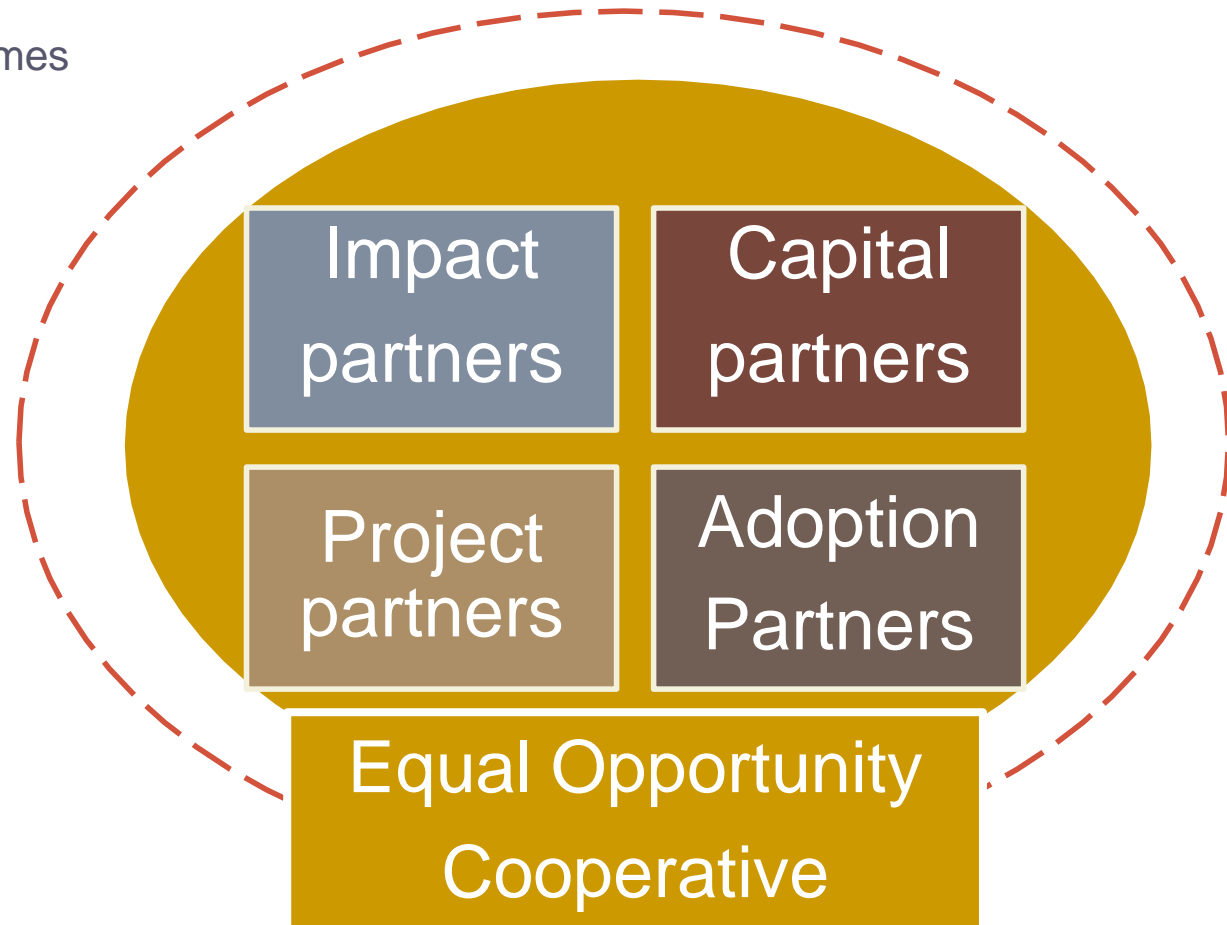
- 'value-chains' hundreds of years old, get ever more complex, structural change is impossible:
- There is motivation but **there are no incentives** for 'fair or sustainable'
- Everybody looks after individual interests, profit-maximization instead of value-maximization
- Transparency is unwished for and impossible to realise under the current model
- Risks are uncontrollable, as a result we see that banks and institutionals do not want to invest
- This situation is irreversible under our current economic and monetary system



○ = chain without intrinsic added value to the product

Connecting via a new form of Partnership

- EOM connects the essential parties that create intrinsic value of a product, as ‘real and effective partners’: This is enabled by a different way of thinking about ‘economics’
- EOM makes it possible that all ‘essential parties’, at the same time can participate
- Via EOM a “value-chain”, becomes a “value-entity” where producer and chain-end-distributor can act as true partners.
- EOM enables that this happens in a ‘closed ecosystem’

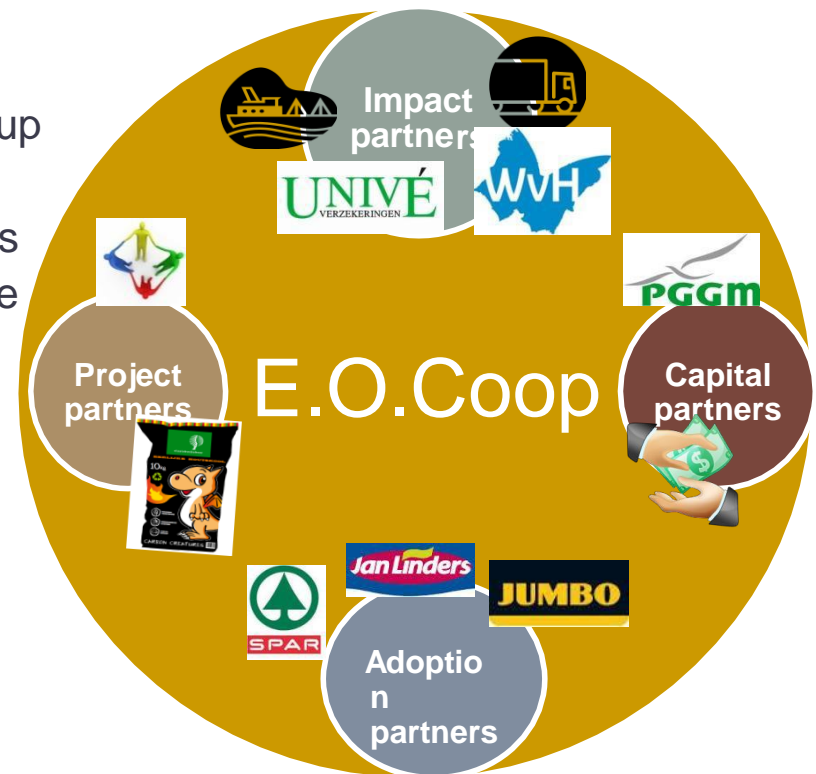


common-interest creates rapid growth, stability, higher added values, for all.

Mainstreaming 'fair & sustainable' practices

- EOM enables "effective partnership" IN producing entities with its Chain-End-Distributors in such a way that potentially ALL can 'participate' at the same time.
- This becomes only possible because there is **no** financial investment by the chain-end-distributors in the producing entities whatsoever.
- The Equal Opportunity Cooperative facilitates this proces whereby the "producing entities" take place in the **Project-Partners** stakeholder group and the "chain-end-distributors" take place in the **Adoption-Partners** stakeholder group.
- Investing parties (pension funds/institutionals, etc) take place in the **Capital Partners** stakeholder group
- Other necessary partners, such as insurer, logistics providers, standardisation, and bank(s), take place in the **Impact Partners** stakeholder group.

The Equal Opportunity Cooperative becomes a Closed Financial and Economic platform whereby each partner-group can play his own specific role

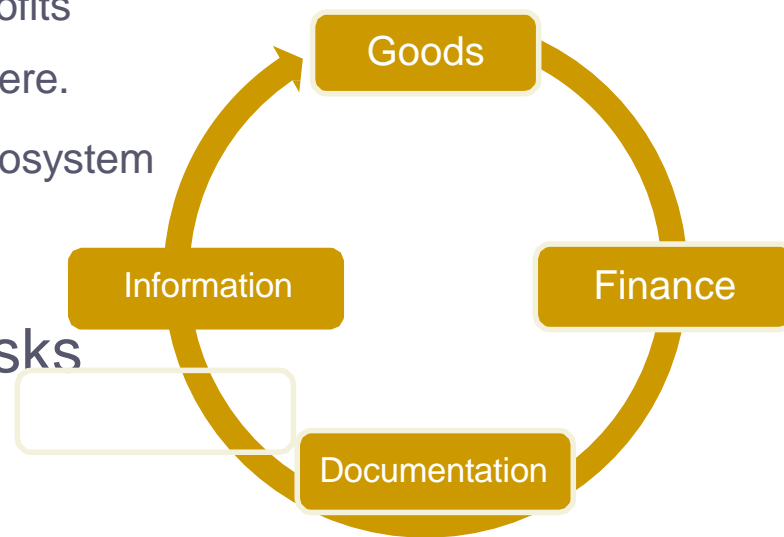


Advantages individual interest cannot create

- EOM connects **the essential parties** that create **value-added** enabling “Chain-End-Distributors” to participate directly IN producing entities via a Equal Opportunity Cooperative.
- ‘Project’+‘Chain-End-Distributors’+Logistics+Investors etc. now can form a closed ecosystem.
- Capital partners (finance) join the ecosystem as well as Impact partners (logistics, insurers, communication, etc.)
- Each party can play its specific role and add its value
- This way **COMMON** interest creates a higher value-add, stability and certainties.
- Partnership **enables** the creation of a fairer divide of profits
- Mainstreaming in fair & sustainable practices finally is here.
- 'Interest-Instrument' becomes superfluous in closed ecosystem as it would provide itself with a cost..

Common Interest offers control of all risks

Information flows	} 100% continuously under control and manageable
Documentation flows	
Goods flows	
Financial flows	



EQUAL OPPORTUNITY ECOSYSTEM

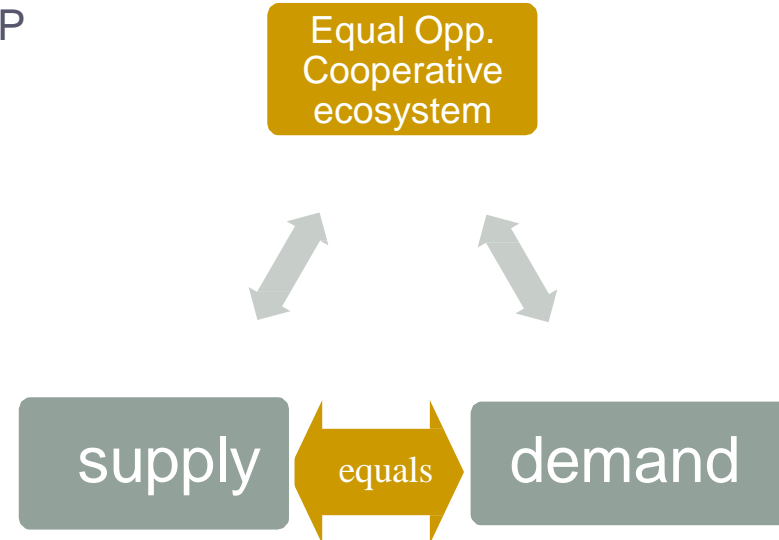
ecosystem (=economy) of the stakeholders

Role of a Equal Opportunity Cooperative

- Focus on 'fair and sustainable' practices as a standard.
- Organizes own financing, participation, take-overs in connection with local partners.
- Intrinsic value based on certificates, not on "shares"
- COOP connects parties in freedom following EOM principles.

COOP acts as ecosystem and connecting platform

- Activities at home and abroad in sustainable and fair practices.
- Producing parties (supply) connect directly via the COOP to multiple Chain-End-Distributors(demand) forming a working partnership.
- Any form of intermediary trading becomes superfluous
- Products are sold in advance via dedicated partners (customers no longer exist)
Financial (default) risk is close to nil, cash flows are known in advance (giving unequalled stability).
- Management of information, goods, finance, documentation through a new 'integrated supply-chain-finance control' system, accessible to all members



Structure of the Ecosystem

- The EOM COOP as ecosystem is made up of the membership-groups that form the pillars.
- Every group has voting rights/shares in profits, so co-ownership.
- Voting and profit rights divided based on input and output (*pro rata parte*).
- Every member group plays its own specific role based on its own competencies

EQUAL OPPORTUNITY COOPERATIVE

Adoption partners

Retailers and other
Chain-End-Distributors

25%

Producing partners

Project entities

15%

Capital partners

Pension Funds

Institutional investors

Private investors

Government

25% + X% pref.div

Impact partners

Banks

Insurers

Logistics

PR & communicatie

Legal

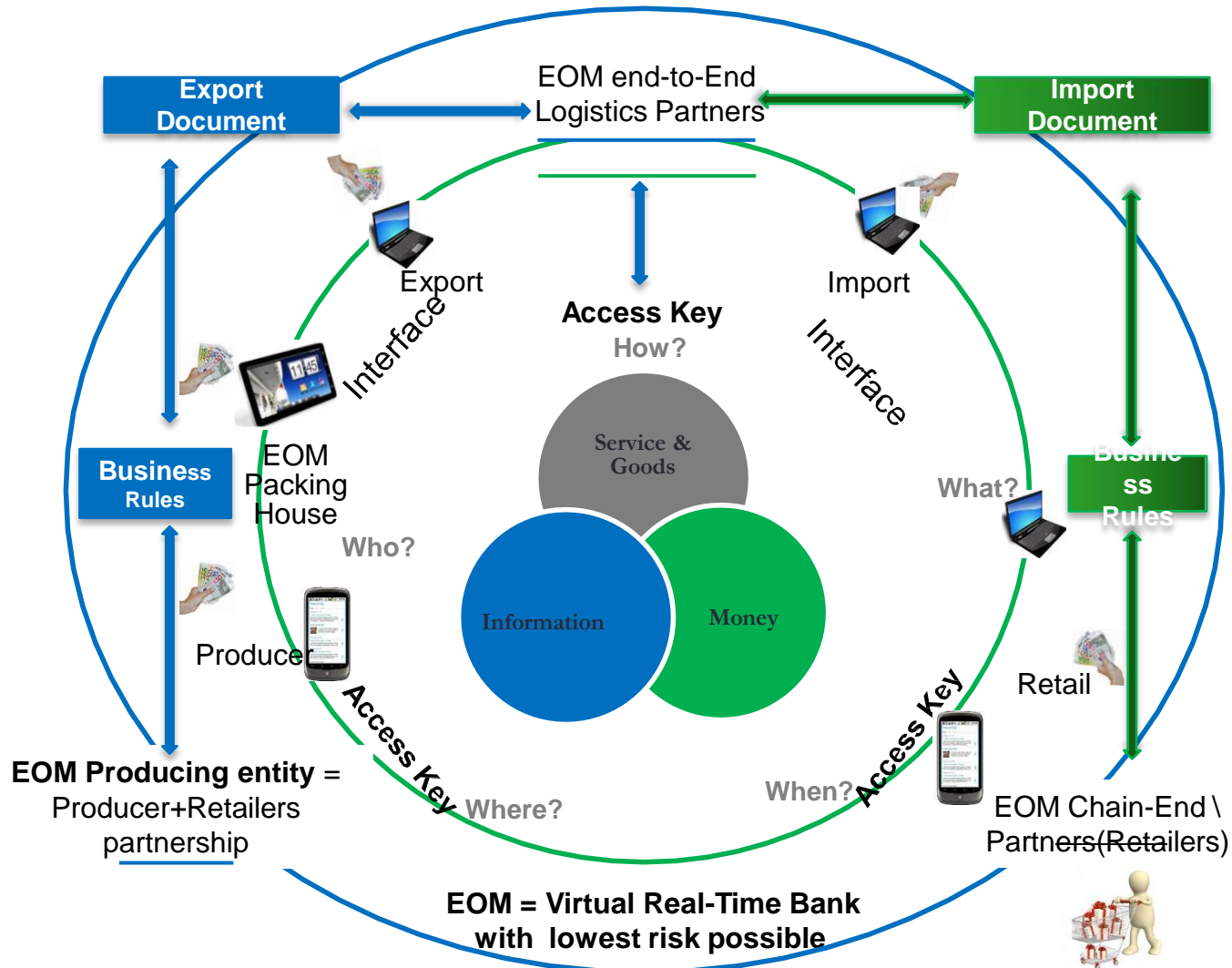
15%

Founding partners

Founders

20%

Controls: integrated SCF system ecosystem functions as a real-time 'bank'

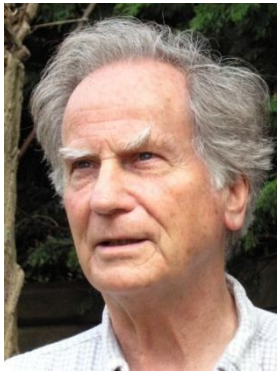


Activities in the Ecosystem

- I. **COOP acts as platform** input multiple membership groups in relevant production-projects that will in first instance be bought/consumed by end-customers.
- II. For this purpose **project-entities can be created jointly with local partner(s) who will obtain X-shares and Y-COOP shares.**
- III. Participation external parties should be avoided
- III. Individual (max. all) members from the group **'Adoption partners'** each subscribe to X-% of the production capacity/product output in one or more projects, until the maximum has been reached, via a entirely new type of Agreement.
- IV. Production support, quality controls, transport, insurance, etc.,by members impact-partners group.
- V. COOP ensures logistics, sale/commercial contracts, price formation between partners, correspondence, invoicing, delivery, liability, payment by the adoption partners to the project partners. The COOP charges a standard handling fee per transaction.
- VI. Equity of the COOP is formed through transaction-fees and value appreciation of project investments, as well as exits from positions in the mid-term. Membership fees cover the cost of operations.



Experts on EOM



“The EOM is a completely original model which promises to make sustainable and fair practices possible through effective partnership between the producers, buyers and investors.”
prof. dr. Bart Nooteboom

“The big strength of the EOM model is its simplicity and practicality. Cooperation based on EOM has positive consequences for the quality and price of goods and services and forms the basis for a more humane society”

Ad Broere, economist



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